

MANAGEMENT FEST

FROM 9 AM ONWARDS

Endeavour

29th March

2014

Case Presentation

Business Plan

Quiz

Debate

Synthesis

Ad Campaign

Just A Minute

Management Games

Lan Gaming



Venue: TECNIA INSTITUTE OF ADVANCED STUDIES

- Saturday, March 29th 2014

Organized By



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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.com

Fax No: 27555120, Tel: 27555121-24



An ISO 9001:2008 Certified Institute; Rated as 'A' by Govt. NCT of Delhi; "A++" Category - Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & included in Top 100 B & IT Schools by Dalal Street Investment Journal



Event	: ENDEAVOUR – 2014 - Management Fest
Date	: 29 th March, 2014
Venue	: PG Auditorium, PG Seminar Hall, MCA Lab, Room No. 409, 410, 411
Convener	: Dr. Ajay Pratap Singh
Participants	: All the programmes (BJMC, BBA, MBA, MCA) of TIAS & other Colleges.
No. of Students	: More than 360 students involved by participating in & co-ordinating various events.

“Everyone is unique like their fingerprint so, Don’t try to fit in when you were born to **stand out.**”

Endeavour is a creative initiative by the Tecnia Institute of Advance Studies to provide the platform where students from various streams can showcase their knowledge, skills and abilities. Endeavour promises to test grits, guts and grandeur & winners will be those who will be ahead of all odds with right blend of EQ & IQ.

Endeavour’14 is all set to be bigger and better, with new innovations and events guaranteed to pull in the crowds. The main highlights of the fest will be Ad Campaign, Business Plan, Quiz,



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Debate (English/Hindi), Case Presentation, Just A Minute (English/Hindi), Management Games, Synthesis to check students' talent.

Objectives

- To create awareness amongst students of Management, IT and Mass Communication about the contemporary issues.
- To search the talent among the students and to bring the various educational facets of the students to the surface.
- To enhance their communication skills, shape attitudes and behaviour and ultimately prepare them for corporate roles.
- To enable students to sharpen their managerial knowledge & decision making skills.

Events:

- | | |
|----------------------|-----------------|
| ✓ Quiz | ✓ Debate |
| ✓ Case Presentations | ✓ Just a Minute |
| ✓ Management Games | ✓ Synthesis |
| ✓ Business Plan | ✓ Lan Gaming |
| ✓ Ad Campaign | |



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SCHEDULE OF EVENTS

Date & Day	Event/Activities	Venue
9:00 AM-10:00 AM	Registration	In Front of PG Auditorium
9:30 AM-10:00 AM	Inauguration ceremony of the event	PG Auditorium
Event Schedule		
10:00 AM-12:00 Noon	Case Presentations	PG Seminar Hall
12:00 Noon-2:00 PM	Synthesis	PG Seminar Hall
2:00 PM-3:30 PM	Business Plan	PG Seminar Hall
12:00 Noon-3:30 PM	Management Games	Sales Gorilla-Room No. 411
		Board Room Battle-Room No. 412
		Role Play-Room No. 413
10:00 AM-11:00 AM	Ad Campaign	PG Auditorium
11:00 AM-12:30 PM	Quiz	PG Auditorium
12:30 PM-2:30 PM	Debate	PG Auditorium
2:30 PM-3:00 PM	Just A Minute	PG Auditorium
10:00 AM- 2:30 PM	Lan Gaming	MCA Lab-III Floor, PG Building
3:30 AM-5:00 PM	Result Declaration & Certificates Distribution	PG Auditorium



Registration Desk



Rangoli



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Inaugural Session-Dr. Ajay Pratap Singh, Convener, Endeavour-2014, Dr. Ajay K. Rathore, Director, TIAS, Mr. R.K.Gupta, Chairman, Tecnia Group of Institutions and Prof. Rajesh Bajaj, Chief Convener, TIAS (From Left to Right)

Lightening of Lamp



Chairman, Tecnia Group of Institutions being greeted by Director & Students of TIAS

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Inaugural session started with lightening of Lamp and Saraswati Vandana followed by the opening remarks of Dr. Ajay Pratap Singh, Convener of Endeavour-2014 –Management Fest. He shared his experience of being the successful Convener of first Endeavour held in 2010 and wished the success of Endeavour-2014 as well. Further, he gave an overview of various events.

In his welcome address, Dr. Ajay K. Rathore, Director, TIAS discussed the importance of such events in all round grooming of students. Chief Convener, TIAS, Professor Rajesh Bajaj encouraged the students for maximum participation.

Sh. Ram Kailash Gupta, Chairman, Tecnia Group of Institutions discussed that such events inculcate self discipline and healthy competitive spirit among participants. He further emphasized to organize such more events in future.

Various events were successfully conducted and managed by the highly motivated team of the students under the inspiring mentorship of Faculty members.

Ad Campaign

Name of event	:	Ad Campaign
Time & Venue	:	10:00 AM, PG Auditorium, TIAS
Day and Date	:	Saturday, 29 th March, 2014
Event coordinator	:	Mr. Varun Kumar, Faculty, TIAS

Objectives

- To assess the coordination, presence of mind and creativity of students
- To enhance innovative skills, presentation skills, communication skills, intelligence level, spontaneous level and team work qualities of students.



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Report

Ad Campaign was organized in the PG Auditorium , TIAS from 10 AM to 11 AM. In this event, the product name or brand name was given to each team and they were required to make an advertisement for which 2 minutes were given to them for the preparation time and 3 minutes for enacting time. The participants were judged on the parameters of creativity, content and presentation. .Ms Radhika Kampal and Mr. Saket Rateria (BJMC, TIAS) won the 1st Prize whereas Ms. Neha Garg and Ms. Mahi Sharma (BJMC, TIAS) won the 2nd Prize. Total 13 teams (26 Students) participated in the event.

Mr. Varun Kumar mentored the team of students in a very nice manner with the team of students' coordinator. The judges of the event were Mr. Vipul Pratap, Faculty, TIAS and Ms. Honey Shah, Faculty, TIAS.



Students' Participation in Ad Campaign



Business Plan

Name of event	:	Business Plan
Time & Venue	:	2:00 PM, PG Seminar Hall, TIAS
Day and Date	:	Saturday, 29 th March, 2014
Event coordinator	:	Dr. Mani Manjari, Faculty, TIAS

Objectives

- To enable students to sharpen their managerial knowledge to make a business plan.
- To give students a platform to prove themselves as how determined they are for the success of their business plan.
- To identify the analytical skills among the students to calculate the profits of their Business Plan
- To enhance their communication skills, shape attitudes and behavior and ultimately prepare them for corporate roles.

Report

Tecnia Institute of Advanced Studies organized “Business Plan” on 29th March 2014 at PG Seminar Hall, TIAS. The event started at 2:00 PM.

Various Business Plans presented were “STU-TERIA”, “CARBOFIBRE”, “SCHOOL”, “RETAIL OUT LETS” etc. “STU-TERIA” was based on the concept of Creating A Place for Study cum Eating Point. “CARBOFIBRE” was based on the concept to fill the need gap in the automotive carbon fiber ancillary industry by providing quality end-to-end solutions from design to fabrication of the end



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product. "SCHOOL" was based on the concept of providing education to the rural area. "RETAIL OUT LETS" It was based on the concept of providing different products to the rural area on a nominal cost.

Students from Maharaja Agrasen Institute of Technology, Rukmani Devi Institute of Advanced Studies, Tecnia Institute of Advanced Studies and Gitarattan International Business School presented their business plans.

The winners of the Business Plan were Mr. Manik Kwatra and Ms. Sanchi Mangal from Maharaja Agrasen Institute of Technology and Rukmani Devi Institute of Advanced Studies respectively.

Students were judged by Prof. Rajesh Bajaj, Faculty TIAS and Dr. Shipra Jindal, Faculty TIAS on various parameters viz. Realistic Approach, Contents and Presentation Skills. Faculty Coordinator for the event was Dr. Mani Manjari. Students had a great experience while presenting their Business Plan; they had a great opportunity to learn to improve innovative ideas to execute a business plan. Also they had learnt good communication skills, leadership and administrative qualities.



Students' Participation in Business Plan

Judges, Faculty Mentors, Participants and Students' Coordinator in Business Plan



Case Presentation

Name of event	:	Case Presentation
Time & Venue	:	10:00 AM, PG Seminar Hall, TIAS
Day and Date	:	Saturday, 29th March, 2014
Event coordinator	:	Dr. Namita Mishra, Faculty, TIAS

Objectives

- To enhance the analytical skills.
- To increase problem solving ability through research.
- To learn the rational decision making skills.
- To learn to utilize the available information and resources in the optimum manner.

Report

A case study is an inquiry into an event either by an individual or an organization. It is produced through systematic research, analysis and reporting. Case studies cite professional or scientific sources and they are often used in developing new procedures in marketing, medicine and technology. They are designed to ask the questions "how" and "why" of an event, procedure or phenomena. Case studies can take place over a few weeks to a few years. Case studies are used as a learning tool for the management professionals as well as practicing managers and to get knowledge from different cases.

“Case Presentation” was organized by Tecnia Institute of Advanced Studies on 29th March, 2014 at PG Seminar Hall, TIAS. In case presentation, a case study was uploaded on <http://tecniaindia.in/Endeavour2014/download.php> for the participants on “Union Carbide of India Ltd (1985)” prior to the event. The students were asked for case solution based on various problems put by Judges during the event. Participants were required to present the case through power point presentation which was judged by Mr.Sachin Sabharwal, Dr.Vandana Raghava,



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Faculty, TIAS on various parameters like Conceptualization, Solution to Problem and Presentation Skills.

Ms.Surbhi Narula, TIAS got first position and Mr.Rajan Dagar and Mr. Ved Prakash, TIAS got second position. Dr. Namita Mishra was the event coordinator



Faculty Mentor, Student Coordinator & Participant in Case Presentation

Just A Minute

Name of event : Just A Minute
Time & Venue : 2:30 PM, PG Auditorium, TIAS
Day and Date : Saturday, 29th March, 2014
Event coordinator : Ms. Honey Shah, Faculty, TIAS



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Objectives

- To enhance the communication and presentation skills of Students.
- To sharpen the presence of mind.
- To think quickly and fastly and speak conclusive and precisely.

Report

Just A Minute event was held on 29th March, 2014 in PG Auditorium, TIAS. 10 Students participated in the event. In this event, each participant was given on the spot topic which was selected randomly by the coordinator of the event Ms. Honey Shah, Faculty, TIAS. Participants were required to speak for one minute on the topics viz. Parents, Dance, Management, Ambition, IPL, Mother, Relationship, Advertisement and Red Colour. Dr. Vipul Partap and Dr. Vishal Khatri, Faculty, TIAS judged the participants on Content, Creativity and Presentation Skills. Ms. Mahi and Mr. R. Vignesh were declared as first and second winners respectively.



Student's Participation in Just A Minute



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Lan Gaming

Name of event	:	Lan Gaming (Counter Strike and Need For Speed)
Time & Venue	:	10:00 AM, MCA Lab, TIAS
Day and Date	:	Saturday, 29th March, 2014
Event coordinator	:	Dr. Gurvinder Kaur and Mr. Mohit Tiwari, Faculty, TIAS

Objectives

- To test the concentration level
- To test the group functioning
- To test the leadership quality
- To sharpen the technical skills

Report

Lan Gaming is fight to win, fight to survive and come out with the victory. Spontaneity, intellect, exuberance and passion are the key to win.

Students from different Institutions participated for the Lan Gaming event- Need for Speed and Counter Strike which was organized by Tecnia Institute of Advanced Studies on 29th March, 2014 at MCA Lab, TIAS. It is a temporary gathering of people with computers or compatible game consoles, between which they establish a local area network, primarily for the purpose of playing multi player video games. Total 38 students participated in CS/NFS as group/individual. Total 5 and 3 rounds were conducted in CS and NFS respectively. Mr. Rahul Rawat (RDIAS) and team and Mr. Ajay Jain (GIBS) stood first and second winner respectively in CS whereas Mr. Utkarsh (TIAS) and Mr. S. Devraj (TIAS)) stood first and second winner respectively in NFS.

The first winner of CS and NFS were awarded with cash prize of Rs. 500 and Rs. 250 respectively. Dr. Gurvinder Kaur and Mr. Mohit Tiwari were the Faculty Coordinators for the event.



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Students' Participation in Lan Gaming

Quiz

Name of event	:	Quiz
Time & Venue	:	11:00 AM, PG Auditorium, TIAS
Day and Date	:	Saturday, 29th March, 2014
Event coordinator	:	Ms. Aashima Sharma, Faculty, TIAS

Objectives

- To test the level of general awareness in the field of sports, management, IT, Media, business and journalism, current affairs and even bollywood.
- To enhance the group dynamics
- To check the mental toughness for such level of event.
- To test the spontaneity, conciseness and accuracy of the participant.



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Report

The word 'Quiz' originated from the English dialect verb "quisset" meaning to question according to the American Heritage Dictionary. In present time, it is used as a means to gauge the presence of mind and high order thinking skill, in short the general intelligence of the participants. Tecnia Institute of Advanced Studies organized Quiz on 29th March 2014 at PG Auditorium. Quiz comprised of 3 rounds and each round was elimination round- in first round, 29 Teams of 2 students each participated out of which 8 teams were able to clear the round 1. Round one was based on questions related to General Knowledge and Business Knowledge. In round 2, there was 3 sub-rounds viz logo identification, full forms identification and business quiz. From round 2, only 4 teams reached to the final round ie round 3. In Round 3, there was 4 sub rounds viz Punch Lines identification, Awareness about Science and Technology, Identification of Eminent Personalities and Identification of Chairman/MD/CEO.

Ms. Bhawana Manyal and Ms. Shaifali Saxena (MBA) Gittaratan International Business School and Ms. Saurabh Sethi and Anirudh Mehra (BBA) from Tecnia Institute of Advanced Studies were declared as winner and runner up respectively. Ms. Aashima Sharma was the Quiz Coordinator. Total 30 teams (60 Students) participated in the the Quiz.





Students' Participation in Quiz

Management Games

Name of event	:	Management Games-Sales Gorilla, Board Room Battle, Role Play
Time & Venue	:	12:00 Noon, Room No.411, 412, 413, TIAS
Day and Date	:	Saturday, 29th March, 2014
Event coordinator	:	Mr. Sachin Sabharwal, Faculty, TIAS

Objectives

- To learn the concept of selling.
- To understand the customer's perception about the product.
- To develop the conceptual skills while dealing with the strategic decision making.
- To help the students to learn about various management concepts through enactment.



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Report

Tecnia Institute of Advanced Studies organized Management Games-Sales Gorilla, Board Room Battle and Role Play on 29th March 2014. The judges of the event were Mr. Varun Kumar and Ms. Honey Shah, Faculty, TIAS.

Sales Gorilla-19 Teams participated in Sales Gorilla. In this event, a product was given to students and they were required to sell the product within a time span of 5 minutes. For this, they were given a preparation time of 2 minutes. Participants were evaluated on Convincing Skills, Presentation Skills and Confidence Level. Mr. R. Vignesh and Mr. Shreyash Tiwari from TIAS stood first whereas Ms. Sangeeta and Ms. Urvashi from TIAS stood second.

Role Play- In this event, a situation related to corporate scenario was given on the spot to students with 2 minutes preparation time and they were required to enact in that particular situation within a time span of 5 minutes. Mr. R. Vignesh and Mr. Shreyash Tiwari from TIAS stood first whereas Mr. Vivek Thakur and Ms. Ritika Bhumbri from TIAS stood second. Participants were evaluated on Content, Presentation Skills and Confidence Level.

Board Room Battle- In this event, the topics that were required to be discussed in the board room were given prior to event. The topics were- Mr. N.R. Narayan Murthy's re-entry to Infosys, Suzuki's plant in Gujrat, Bharti entry into retail, Bajaj's plan for four wheelers. Each team comprising of maximum five members were required to conduct a board meeting for discussing the problem and to come out with a conclusion within a time span of 10 minutes.

Ms. Sanchi and Mr. Manik from TIAS stood first whereas Mr. Rajesh and Ms. Neha from TIAS stood second. Participants were evaluated on Knowledge, Presentation Skills and Coordination.

Mr. Sachin Sabharwal mentored the team of students in very nice manner with the team of student coordinators.



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Students' Participation in Sales Gorilla



Participants in Board Room Battle



Participants in Role Play



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Debate

Name of event	:	Debate
Time & Venue	:	12:00 Noon, PG Auditorium, TIAS
Day and Date	:	Saturday, 29th March, 2014
Event coordinator	:	Mr. M. N. Jha, Faculty, TIAS

Objectives

- To enable the students to be focused and updated.
- To present their view points as per their understanding, knowledge and skills.
- To learn about the communication and presentation skills.
- To develop the ability to defend their topics.

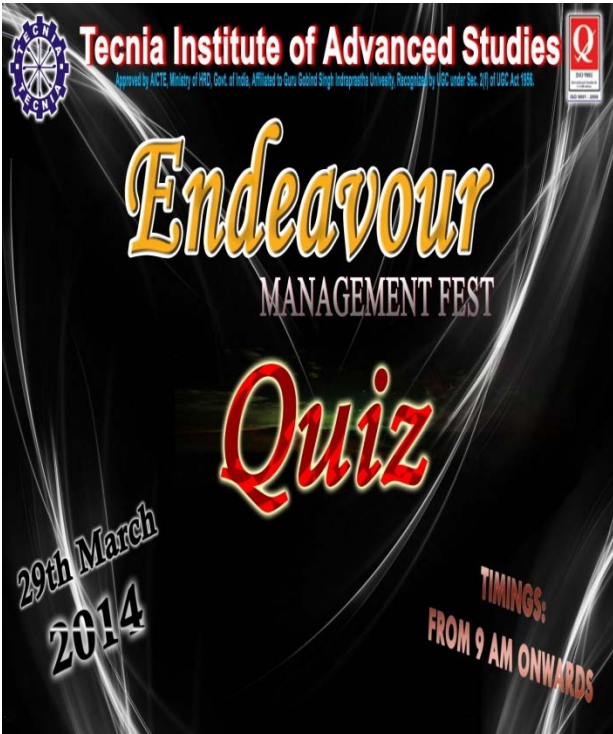
Report

The Debate competition was organized as a part of Endeavour-2014 on the topic “Active participation of youth in electoral process” on 29th March 2014 at PG Auditorium. Judges Dr. Bharat Kumar and Mr. Vijay Singhal, Faculty TIAS evaluated the participants on Content, Presentation Skills and Confidence Level. Participants gave their contemporary views ‘for’ and ‘against’ the topic which was equally appreciated by the judges and audiences. Really it proved to be a great platform for the student to express themselves freely. Ms. Sangeeta Kundal and Ms. Sukhmani Mann, TIAS were declared the winners of Debate.



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Students' Participation in Debate



Students' For and Against The Motion in Debate



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Synthesis

Name of event	:	Synthesis
Time & Venue	:	12:00 Noon, PG Seminar Hall, TIAS
Day and Date	:	Saturday, 29th March, 2014
Event coordinator	:	Dr. Shipra Jindal, Faculty, TIAS

Objectives

- To develop the research acumen in the students.
- To develop the observational and analytical skills in the students.
- To learn the research process required to arrive at a decision by the managers.
- To understand the theoretical implications in the practical world.

Report

Synthesis means putting ideas from many sources together in one essay or presentation. To write & present a research paper requires critical knowledge & presentation skills. In Synthesis, participants got an opportunity to present the research project in front of the panel. It is a great to do a good work, but it is greater to present the same convincingly.

The event was organized on 29th March 2014 in the PG Seminar Hall, TIAS from 12:00 noon. Various participants from different streams presented their project report. The event was inaugurated with the welcoming of Judge Dr. Namita Mishra & Dr. Surbhi Jain, Faculty, TIAS. Participants were provided with the time period of 10 minutes i.e. 8 minutes for presentation & 2 minutes for Q/A. Some of the topics on which presentations were made were Success Story of Business Tycoons(Changing Face of India), Hooked, Customer Satisfaction in Retail Banking Products & Services of AXIS Bank, Role of FDI in rapidly growing Economies: A case study of China & India, Unemployment, Customer Satisfaction for LIC of India.

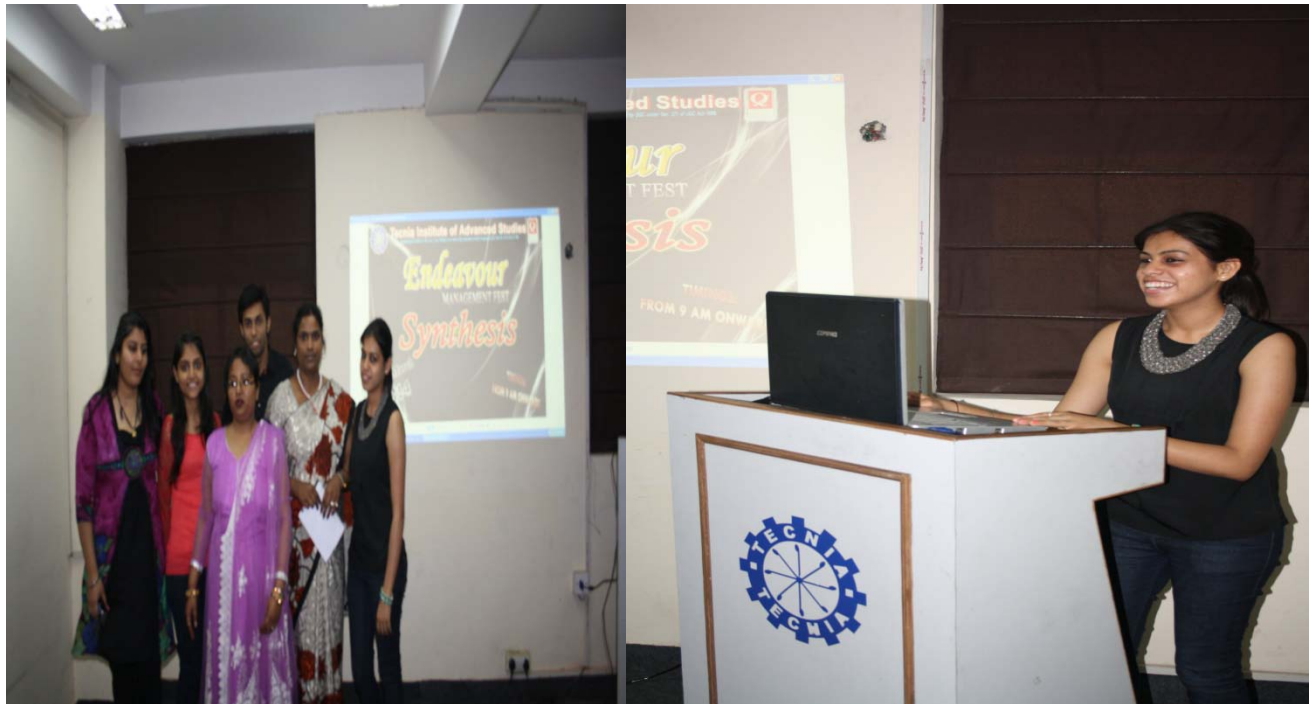


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Participants were judged on the basis of content design, innovation & presentation skills. Mr. Mayur Malhotra, MBA, TIAS won the 1st Prize whereas Mr. Vivek Thakur, MBA, TIAS won the 2nd Prize. The event was organized under the mentorship of Dr. Shipra Jindal, Faculty, TIAS.



Faculty Mentor, Student Coordinator & Participant in Synthesis

Result Declaration & Certificates Distribution

All the winners were awarded with Momentos and certificates by Dr. Ajay K. Rathore, Director, TIAS, Dr. Ajay Pratap Singh, Convener, Endeavour 2014, Prof. Rajesh Bajaj, Chief Convener, TIAS and Faculty Members of TIAS. The entire event was successful with the coordination and efforts of the entire Faculty Members and the Students of Tecnia institute of Advanced Studies. The enthusiasm and the good spirit could be felt amongst the students at the certificate distribution ceremony. The students were motivated and happy to win the certificate and for the participation. Positive attitude could be felt with the students who could not win the prize but could make for participation.



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Prize Distribution Ceremony



Prize Distribution Ceremony

An ISO 9001:2008 Certified Institute; Rated as 'A' by Govt. NCT of Delhi; "A++" Category - Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & included in Top 100 B & IT Schools by Dalal Street Investment Journal



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Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Recognized by UGC under Sec 2(f)
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085
E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.com
Fax No: 27555120, Tel: 27555121-24



Prize Distribution Ceremony



Concluding Ceremony

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Concluding Ceremony

Learning Outcome

Under Endeavour – 2014- Management Fest, Tecnia Institute of Advanced Studies organized eleven different events by involving students right from planning to controlling various activities. Students, even who were hesitant before involving themselves in the process of various activities, found themselves a confident lot later. All the eleven events and various allied activities provided a great opportunities to the students to take initiative, make out the plan, implement them effectively, exercise control over the entire process, learn about time management and experience inter-personal behavior. Students, either as participants or co-ordinators, have extracted their inner capability out or performed well. Endeavour has been proved as the best platform to think & act out of the box and shine-up their hidden skill & acumen.